

Clarksburg, August 31

Parsons-Souders

The Shopping Centre of Central West Virginia

Parsons-Souders

Hours 8 a. m. to 5:30 p. m.

Home, Sweet Home! Vacationers Are Back and Buying New Fall Goods

A Word to a Woman

Returning from sea-shore and country and looking for new clothes.

The Second Floor Salons is a very good place to drop into just now; it is so well prepared with the new things of every description. Particularly the tailored suits at moderate prices. \$14.50, \$16.75, \$19.50, \$21.50, and \$25.

They are of Poplin, Gabardine, Broadcloth and Wool Velour. The coats shown in the new straight lines or fitted effects in the various lengths. Trimmed with buttons, velvet and fur.

The skirts are full, plain or pleated; colors are the good autumn shades.

With these came very practical dresses — at \$12.50 to \$25.00.

Novelty copies of much higher priced models, and there are scores of styles.

Some are serges with the upper tunic on straight lines with pleated front and back from shoulder to hem. There are also combinations of serge or satin and some smart models of all satin or soft taffeta.

One African brown gown which has been proven a success is of Georgette Crepe, full pleated up and down with wide tunic of charmeuse or serge.

Another is all satin. A Russian style and is edged with fur.

Another is altogether of taffeta—with a flaring skirt having draped hip lines. (Second Floor, Salons).

Women's Finest Silk Stockings in a Sale at \$1

To go on sale Saturday morning.

Blacks and white are equally divided with colors.

We have been selling these stockings for years; from \$1.50 to \$2.50 a pair. (Hosiery Section, Main Floor).



Presenting Tomorrow the New Millinery For Fall-Winter

In the fashion-salons on the second floor.

One of the great questions of fashion has been; will America get a chance to see the Fall and Winter fashions in French millinery?

The answer is in the exhibition we have the honor to present tomorrow and the following day which includes actual reproduction and modified copies of new Paris hats from:

Germane Gauge Paquin Renee

and the Hats by our own Milliner's

Imported from Paris and almost all of them made from imported shapes and trimmings.

1750 Yards Fancy Ribbons in a Great Dispersal, 29c

No less than one hundred and seventy five pieces. A great collection. Plain taffeta, Moire and satin, self satin blacks, novelty checks, rich color plaids and gorgeous dresden designs four and one-half to seven inches wide, the value averaging one-half more.

A number of pieces worth 65c a yard, and may be put to many uses, for hair bows, sashes, making fancy gifts; looking towards Christmas, that will be here sooner than you realize. Sale Saturday morning 29c the yard.

"Motum in Parvo" Meaning Excellence.

Period candle sticks and lamps, such as folks usually pick up in the auction shops on the Board Walk or in larger cities; a larger variety and most interesting things Clarksburg has yet seen. This collection of odd ancient things leads one back to the quaint old days of our forefathers.

They are to be appreciated more when you see them.

Price \$1.00 to \$8.00.—(Art Ware Section, Basement Floor.)

Mr. Hotel Man! Don't be Short of Dishes at Fair Time.

The fellow who anticipates is one who is ready when the "call comes." He believes in preparedness.

Owing to the unrest in the pottery fields, the rising cost and slow shipments finds our open stocks of hotel and restaurant ware unusually low. This is not a scare but a little prevention talk that you will be ready, amply ready during fair week. (Hotel Ware, Basement Floor.)

Babies' New Fall Caps a Little Finer.

"A little finer" makes a big difference. A little bit of extra fineness in the goods; a little bit of extra care in the making and in the trimming. The shaping of the styles to suit the little ones. It all means a good deal in the end. You get all the extra fineness in this new showing of infants' caps.

There are eight styles. One is of white crepe-de-chine trimmed with lace, tucks, French knots, and rosettes.

Another white Faille silk with shirred folds, with dainty rose buds for trimming. Special mention of a little white cashmere cap daintily embroidered and lace trimmed. Price 50c to \$2.00.

For little girls are white corded silk caps very clever in their simplicity \$2.00 to \$3.50.

The First Comprehensive Announcement of Women's New Fashions For Fall

Advance Showings Today of Suits and Gowns For Women and Young Women--Coats, Waists, Corsets, Gloves, Shoes and Millinery

The New Gowns

The tight waist, the fullness under the arms, the full sleeve and flaring skirt, all appear in a gorgeous satin striped gold cloth costume by Madam Jackson, \$75.00.

Pastel shades are in much favor. One two-toned sky blue charmeuse, having a large floral embroidery done in silver; \$45.00.

Lavender, rose, flesh pink, light blue, maize, coral and the lighter purples, and grays are much in evidence. \$15.00 to \$90.00.

New Tailored Suits

Among the finer suits is a costume of wool velour showing the longer Redingote, with deep cape collar; \$65.00.

A deep blue Broadcloth has broad bands of Muskrat on swaying coat and cost \$40.00.

Another with bands of gray fox is \$65.00. A blue Velour suit with Moleskin is \$45.00.

There are far more such suits than we have space to tell about, but everybody is cordially invited to look them over.

The New Coats

New fur fabrics and silk plushes with brilliant lines. Long coats of green, blue, or purple velour, belted or loose flaring, and having high rolling cape collar. Bolivia cloth with full flare from shoulder. Others of the same material with yoke in back, and large collars. New wool plushes in black and white plaid with brilliant linings. Greenish tweed models coats with belts and collars.

Prices on such gowns run from \$15.00 to \$50.00.

New Street Dresses

Paris inspired many of them, for it is there where America goes to get the styles.

There are copies of gowns shown here possessing the real French touches. Here are the new full, wide skirts, a little longer. Here are the new Russian blouse effect. Here are

the new overskirts and long tunics. Here are the straight line dresses.

From the designer of Betty Wales, who understands the art of single youthful lines and dresses for sturdy youths.

Ripe green, African brown, field mouse, purple, midnight, and Belgium. These are some of the pretty new colors and the colors are expressed in both cloth and silk, for the new gowns are frequently combined with serge and satin.

Satin and serge in much liked combination, and georgette crepe with serge and satin is another.

Not expensive—\$12.50 to \$37.50.

The New Waists

Charming models of Georgette crepe in dark tones to match suits strictly tailored. \$5.00 to \$10.00.

White and flesh in the dressier styles with the flat collar and low open front. Dark taffeta plaids, strictly tailored \$5.00. Striped silk with georgette combination \$7.50; all long sleeved showing novel ideas.

The New Corsets

More important than ever.

The curved front of the late models take care of the fitted lines now in vogue.

Front lacing models without the tongue are the season's most practical novelties. The present fashion trend indicates an increased use of brassieres. Soft silk and cotton combinations, lace trimmed.

The New Shoes

Colored uppers with patent leather and russet vamp. Many of the smart novelties in boots are made in light colored glazed kid with dark tops.

High black patent boot with over gaiter buttons among the extreme novelties. Price \$5.00 to \$8.00.

SOCIAL AND PERSONAL

(Continued from Page Three.)

Institute Program.

The program to be given this evening at the Washington Irving high school, where the teachers' institute is in session, promises to be of unusual interest.

Lloyd H. McKinley and Junius K. Musser, two prominent young teachers, will compete for a prize offered by County Superintendent Carl S. Lawson, in an oratorical contest.

The oratorical numbers are to be supplemented by a reading and by musical numbers.

The program is as follows for Thursday evening:

Piano—"Rigoletto".....List

Voice—"Whispering Hope".....Miss Verne Mathew.

Reading—"Captain of Industry".....Messrs. Frantz and Romine.

Music—"Swing Low Sweet Chariot".....Mark Twain

Music—"Swing Low Sweet Chariot".....Miss Sue Gordon.

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Aid Society Entertained.

Mrs. W. H. Palmer and Mrs. John Britten, of Adamston, were hostesses to the Ladies' Aid Society of the Adamston Methodist Episcopal church Wednesday afternoon. The meeting was held in the church parlors, and proved to be one of the most interesting of the season. The usual devotional exercises and business of the society was attended to, after which the hostesses served dainty refreshments. The society had as its guests several members of the Wilsonburg Aid Society.

Those present were Mrs. O. J. Hannah, Mrs. W. L. Hurst, Mrs. Allie Fowler, Mrs. W. S. Davis and Mrs. O. C. Hannah, all of Wilsonburg; and Mrs. E. S. Struther, Mrs. C. O. Mitton and daughter, Mildred, Mrs. C. C. Southern, Mrs. E. A. McFarlin, Mrs. W. F. Courtney, Mrs. A. K. Hutchison, Mrs. Amie Gregorie, the Rev. and Mrs. A. S. Arnett and daughter, Ida Virginia; Mrs. W. W. Carr, Mrs. Carl Drummond, Mrs. A. V. Upton, Mrs. William O'Neil, Mrs. John B. Sherman, Mrs. Artie Kidd, Mrs. Cecil Sullivan, Mrs. Charles Teague and Mrs. G. M. Smith.

Piano Recital.

A piano recital will be given in the Wallace Methodist Episcopal church at 8:15 o'clock Tuesday evening by the pupils of Jennie M. Smith. The program will be as follows:

March Lyric.....Koelling

March Lyric.....Misses Pigott and Musgrave.

"Barcarolle".....Gabriel

"Barcarolle".....Freda Thompson.

(a) "Bright Butterflies".....Fink

(b) "Peasant's Song".....Harker

(c) "Softly Sings the Brooklet".....Charlotte Starkey.

(a) "Softly Sings the Brooklet".....Wenzel

(b) "Cavalier's Song".....Burgmuller

Pauline Rutherford.

March "Impromptu".....Low

Grace Rutherford and Freda Thompson.

"Whispering of Autumn".....Kern

Miss Reva Pigott.

(a) "Spinning Song".....Ellmenreich

(b) "Sweetheart".....Kern

Grace Rutherford.

"First Valse".....Durand

Miss Grace Fair.

"Dollies' Dream and Awakening".....

.....Oesten

Freda Thompson.

"On the Lake".....Williams

Miss Leota Musgrave.

"Silver Nymph".....Helms

Reva Stark.

Minuet in G.....Beethoven

Rustic Dance.....Schytte

Misses Fair and Pigott.

For Miss Powell.

In honor of her visiting guest, Miss Ellen Powell, of Parkersburg, Mrs. David Bassel Carper entertained at a very attractive card party from 3 to 5 o'clock this afternoon at the country club. Upon the arrival of the guests ices and confections were served in the dining room with Mrs. Henry Raymond and Miss Gerrard presiding, assisted by a number of the young girls. Fruit punch was refreshingly served by Mrs. Joseph Wetherell and Miss Mildred Lambert.

and later auction bridge was the diversion of the entertainment.

The afternoon was ideal and in the bright sunshine the many charming costumes worn by the women and girls grouped at the many tables arranged in the living room and spacious verandas, presented a brilliant scene.

Picnic at Hepzibah.

Thirty-nine members of the Northview Loyal Temperance Legion enjoyed a picnic Wednesday in the grove at Hepzibah. A sumptuous dinner was served at the noon hour, and the day was pleasantly spent by those in attendance. The patronesses were Mesdames John Coulson, W. E. Cox, C. R. Sommerville, Webster Worley, D. W. Hood, J. W. Wells and Joseph Molino.

Return from Camping Trip.

Harry Hathaway, of Stealey Heights, scout master, and seven local Boy Scouts have returned from Centralia, where they camped for ten days. All report a most enjoyable trip, and the boys are high in their praise of the manner in which Mr. Hathaway conducted the camp. The boys in the party were Leo Eynitz, James Edward Law, Jr., Price Bartlett, John Burnside, Brooks Henderson, Fred Bates and Keith Smith.

PERSONAL

Mrs. Blanche Gainer has returned to her home in Parkersburg after visiting at the home of Mrs. Parley V. Thorn.

The Rev. Dr. E. B. Turner and family have returned from Webster Springs and Balafr where they enjoyed an outing of three weeks.

Mrs. Will Law returned Wednesday night from Mt. Lake Park, Md. R. E. Lee, of Shinnston, returned home Thursday morning from a vacation trip east. He spent a few hours here with friends before leaving for Shinnston on the trolley car.

OF INTEREST TO WOMEN

To Tell Pure Butter.

In these days when oleomargarine or process butter can hardly be distinguished from the genuine article, it is well for every woman to know a simple test or two that will aid in detecting the genuine from the imitation. Pure butter, if melted, should be clear; if it is cloudy it is the manufactured product. Put a little butter in a spoon, and hold it over a flame. If it sputters and crackles noisily, it is oleomargarine; pure butter bubbles without sputtering.



Man is a singularly slow-minded animal. Nothing can move him but a great shock. In order to induce him to anything like complete reform a horror is necessary.

Several years ago a school building in a suburb of Cleveland caught fire, and, because the doors opened inward, and only one door was unlocked, a score of children were roasted to death in plain sight of their crazed mothers and fathers. In practically every city in the land, it was shown the most schoolhouse doors opened inward and comparatively few buildings were anything less than firetraps. Of course, most of the evils were rendered, but only after a score of children had died.

For years the East End of London has been a shambles of starvation, drunkenness and crime. England knew this, and knew also that the remedy lay in the hands of the government. It lay largely in education of a perfectly practical kind. But the English middle classes looked aside and the government concerned itself exclusively with politics.

Then came the war. Then came recruiting and the urgent need of strong men and women. Then came the appalling revelation of what poverty does to a people.

They are not talking politics exclusively in Parliament these days. They are talking a great deal about education. In the House of Lords the other day Lord Haldane and other titled dignitaries went over the whole British educational system, from Oxford down to the board schools. They agreed that the universities must henceforth turn out men, not gentlemen idlers; the universities must teach science and engineering in place of a smattering of Latin and a great deal of cricket.

More important still, the noble lords agreed that the humblest child in Great Britain must be given an education equal to anything that Germany, Switzerland or America has yet devised. Every child must have a long school life, with opportunities for vocational education and physical training. Every child of marked ability must have a chance for a full technical education. It took a world war to break down the barriers of caste, conservatism and indifference in England. America has the same lesson to learn. Will it, too, wait to pay the same frightful price?

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MASQUERADE SOCIAL.

There will be a masquerade social and chicken supper at the Mount Zion Baptist church, colored, tonight. A prize will be given to the person who remains unidentified the longest. The public is invited to attend. It will be given for the benefit of the improvement fund of the church.

NOTICE TO CONTRACTORS.

Pursuant to an order made by the

board of education of Simpson district, sealed bids for the erection of a one-room frame school house on Brushy Fork, near the James J. Horner residence will be received at the office of Carl S. Lawson, county superintendent of schools, until 10 o'clock a. m., Wednesday, September 6, 1916. The plans may be seen at said office.

J. B. SUPLER,

President Board of Education of Simpson District.

NOTICE TO MUSICIANS.
 Commencing September 15, 1916 the initiation fee of Local No. 580, American Federation of Musicians will be \$10.00.
HARVEY L. GREGORY,
 President.
GORDON CUNNINGHAM,
 Secretary.

Music Re-creation--What Is It?



Christine Miller, Singing in direct comparison with Edison's Re-Creation of her glorious voice.

Music's Re-Creation is a new art, known only to Thomas A. Edison and his trusted assistants. The word Re-Creation (accent on the first syllable) has been adopted by music critics to designate the perfect musical result accomplished by Thomas A. Edison's latest and perhaps most wonderful invention.

The New Edison

This instrument Re-Creates every voice and every form of music with such literal perfection that the Re-Creation cannot be distinguished from the original performance when heard in direct comparison.

This astounding test has been successfully made in all of the principal cities of the United States, and the music critics of America's leading newspapers concede freely in the columns of their own papers that Edison's Re-Creation of speech, song and music are indistinguishable from the original.

Palace Furniture & Piano Co.

168-170 WEST MAIN STREET

TO OPEN STUDIO.

Miss Burns, formerly of Miss Kennedy's school, announces the opening of her studio in Clarksburg for piano students on September fifteenth. Advertisement